Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Previously Presented) A projector, including:

an illuminating optical system that emits illumination light;

a color separating optical system that separates the illumination light emitted from the illuminating optical system, into a plurality of colored lights;

a plurality of liquid-crystal display devices that modulate the colored lights separated by the color separating optical system, respectively, so as to form images; and

a color synthesizing optical device that synthesizes the images modulated by the plurality of liquid-crystal display devices;

the projector further comprising:

a plurality of entrance-side polarizer plates that are disposed on light entrance sides of said plurality of liquid-crystal display devices;

a plurality of exit-side polarizer plates that are disposed on light exit sides of said plurality of liquid-crystal display devices;

a plurality of entrance-side heat conduction plates that are disposed on light entrance side faces of said color synthesizing optical device, and on which said plurality of exit-side polarizer plates are disposed, respectively; and

a first heat conduction member that is joined with the entrance-side heat conduction plate where the exit-side polarizer plate generating a largest quantity of heat among said plurality of exit-side polarizer plates is disposed;

said entrance-side heat conduction plate joined to said first heat conduction member being thermally insulated from other entrance-side heat conduction plates; and

heat of said exit-side polarizer plate generating the largest quantity of heat being radiated through said first heat conduction member.

2. (Currently Amended) The projector as defined in claim 1, a projection-side heat conduction plate being disposed on a light exit side face of said color synthesizing optical device, and the entrance-side heat conduction plate on which the exit-side polarizer plate generating, at most, a second-largest quantity of heat among said plurality of exit-side polarizer plates is disposed being joined to said projection-side heat conduction plate.

3. (Currently Amended) The projector as defined in claim 1, said entrance-side heat conduction plate on which said exit-side polarizer plate generating the largest quantity of heat among said plurality of exit-side polarizer plates is disposed being configured so as to be cooled by at least one of natural convection and forced convection, and the entrance-side heat conduction plate on which the exit-side polarizer plate generating, at most, a second-largest quantity of heat is disposed being configured so as to be cooled by forced convection.

4. (Previously Presented) The projector as defined in claim 1, the projector further comprising:

first and second housings for optical components, that accommodate, at least, said illuminating optical system and said color separating optical system; and

a second heat conduction member that is coupled to said plurality of liquid-crystal display devices;

the first housing for optical components, and the second housing for optical components being thermally insulated from each other; and

said plurality of liquid-crystal display devices being joined to said first housing for optical components, through said second heat conduction member.

5. (Previously Presented) The projector as defined in claim 4, the projector further comprising:

panel-side heat conduction plates on which said entrance-side polarizer plate are disposed;

said entrance-side polarizer plates being joined to the second housing for optical components, through said panel-side heat conduction plates.

6. (Previously Presented) The projector as defined in claim 4, said color synthesizing optical device being disposed on either of said first and second housings for optical components, in heat insulation therefrom.

7. (Previously Presented) The projector as defined in claim 1, said projector further comprising an armoring case which accommodates, at least, optical components on an optical path from said illuminating optical system to said color synthesizing optical device;

said first heat conduction member being joined to said armoring case.